

**THE MODERN CONCEPT OF
COMMUNICATION**

By Luis Carlos Molina Acevedo

Title: The Modern Concept of Communication

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Content

| | |
|---|----|
| THE MODERN CONCEPT OF COMMUNICATION | 1 |
| History of communication scheme..... | 3 |
| Philosophy of Language | 5 |
| Modern communication..... | 9 |
| Objects of study..... | 13 |
| The role of the journalist..... | 17 |
| A way of conclusion..... | 19 |
| PRESS AND PRESUPPOSITION..... | 21 |
| Study Scenario..... | 23 |
| Presupposition built | 25 |
| The useless knowledge | 31 |
| Analysis of Enunciations..... | 33 |
| A way of conclusion..... | 37 |
| IN SEARCH OF FREELAND..... | 39 |
| Changing course | 41 |

| | |
|-------------------------------|----|
| Research settings..... | 43 |
| The Aspects of Diffusion..... | 45 |
| Cultural Ages..... | 47 |
| Interpretation phase..... | 49 |
| Bibliography | 51 |

Presentation

In this book is put together three academic essays published for the first time in “La Revista Cuartillas” (The Magazine Quartiles), Medellin - Colombia. First, The Modern Concept of Communication, published in # 7, 1990. The second, Newspapers and Presupposition, published in # 9, 1991. The third, Looking Freeland, published in # 6, 1990.

THE MODERN CONCEPT OF COMMUNICATION explores the meaning of this term in modernity. From the Philosophy of Language, developed by Karl-Otto Apel, progress towards a conception beyond a technical definition, and then, we define the communication to consider human factors, which they were left out of the classic scheme of communication.

PRESS AND PRESUPPOSITION analyzes the semantic consequences and the understanding of the contents, when the journalist uses wrongly presupposition in his writing of news. He assumes the reader is a consumer of news, and not an occasional reader, whom should be given all the elements to restore the meaning of the facts.

IN SEARCH OF FREELAND is a reflection about the processes of cultural research, and the complexity involved when it is approached from the oral tradition.

THE MODERN CONCEPT OF COMMUNICATION

In our university careers of communication, suddenly, it forgot something fundamental. Communication is not essentially the one given through an electronic medium. True communication between human beings begins in the encounter of the word of the interlocutors. The career of communication, in our context, is directed to the acquisition of some skills in handling media. The emphasis is directed to mastering the techniques for building a news, how to speak at the microphone, how to behave in front of the television camera and other skills. But, it there is an absence of courses dedicated to reflection on the work of the communicator. There is not an agreement on the theoretical framework of communication.

History of communication scheme

In this section, I am dedicated to making, broadly, a description of the history about classical theory of communication. With it, the reader, not familiar with this discourse, will have elements to follow the argumentation raised here. Communication becomes an object of study with the invention of electronic devices such as the telegraph, cinema, radio and others, that is, from the invention of the mass media means. This picture corresponds to the late nineteenth century. From it, we have developed a number of theories aimed to justify this first diagram, devised by technicians to explain the process of communication (E-M-R: Transmitter-Medium-Receptor). The inventors were named technicians and with them began the era of technocratic society as an overcoming of industrial society. It was no longer the era of machines from there it was the era of technical devices. Each invention was a novelty for which always there were buyers, and then, enrichment of producers was accelerated, with the consequent concentration of power in decision-making. The communication diagram engineered by technicians, it

was named the technical model of the communication. From this model, the story was variable according to the way to approach the diagram and the number of new elements incorporated in it, to reach a generalization. But most of the time, they prevailed the particular purposes, although essentially, the same elements of diagram are retained. The diagram mentioned, then, it was mixed with the behavioural theory of Watson. This mix gives as result the Wiener's Cybernetics. After, it was the Robotics and then was mixed with the Theory of Information, as an attempt to explain the social impact caused by the application of computer systems in bulk. Since the Robotics, paranoia spread throughout every corner toward the subject, and the man was filled with syndrome of persecution by robots which want to displace him, inclusive, they wanted exterminate him. McLuhan dared to say that the medium was the message. There was place up for immunodeficiency syndrome as a permanent threat to man. The missiles, the biochemical war and the galaxies wars were responsible for pushing the total disappearance toward the subject. It is here, in this state of affairs, in where the modern theory of communication can do its entrance.

Philosophy of Language

The reflection on the modern concept of communication is made from the pragmatic level of language and among their top representatives are: Gadamer, Habermas and Karl-Otto Apel. On the latter author, I will do the approach about the new vision of communication, and above all, from the issues treated by him in the work: "The transformation of philosophy". In this work there are the elements to answer to questions such as: what is the communication? What is the role of the journalist? What is the concept about public opinion? What is the ethics of communication? And answer on another concepts that have caused many discussions in recent years. To begin, let me quote a fragment of the author where the most important elements of his theory are collected. On page 409 we read: "From this requirement (the dissolution of the contradiction between the real communication community and the one ideal), contained in all philosophical argumentation, it can be deduced, in my opinion, two fundamental regulative principles for the moral strategy about human action long-term. In first place, with every action or every omission, we must try to

ensure the survival of the human race as an ideal community of communication into the one real". The original text in quotes is in Spanish. The version in English is of the author. This observation is valid for the remaining quotes texts included in this book.

This quote is very telling of the new perspective of communication. On the one hand, Apel talk about the arguments present in every dialogue, initiated by the subjects. This argumentation rises to the rank of philosophical when it occurs between scientists. They are established the regulative principles for the moral strategy about human action, i.e., an ethic imperative to talk with others. This ethics, as we shall see, is based on the commitment to clarify our intentions expressed in communication, and in turn, the interlocutor clarifies us his own. Another important element is the survival of mankind. We are witnessing an era where the most immediate problem is the threat to the men, and the problems of oppression become part of the global problem. And the realization of the ideal communication community eventually appears like part of the one real. That is, the ideal community is the telos toward which the real community of communication should go and therefore, a dialectical process is generated in which it is based the human progress.

The community of communication is conformed by all thinking beings, in who the bipolar quality of language finds expression. On one side, there are the ideal language games, that is, those in where the world boundaries can be overflowed. The limit of my world is the limit of my language, Wittgenstein says. This philosophical principle was the basis for the school of